

China 2009 Mission itinerary and program



As on previous occasions, the itinerary for this year's mission is packed with opportunities to meet one-on-one with Chinese enterprises

interested in doing business with Canadian companies. There is also provision for some free time to allow participants a chance to visit some of the many sites available in this amazing country.

Monday, April 13, 2009:

Participants leave Canada on a direct flight to Hong Kong.

Tuesday, April 14, 2009:

Participants arrive in Hong Kong and settle into their hotel.

Wednesday, April 15, 2009:

- Mission briefing with the Canadian Consulate General in Hong Kong.
- Meeting with key Hong Kong government organizations (eg. HK-TDC).

Thursday, April 16, 2009:

- Partnering seminar and networking luncheon.
- One-on-one company-to-company meetings.
- Group travels to Shenzhen.

Friday, April 17, 2009:

- One-on-one meetings.
- Participants set up their respective booths in the Canadian pavilion at the CMEF.

Saturday, April 18, 2009:

- Opening day of Chinese Medical Equipment Fair.
- Opening of the Canadian Pavilion at the Fair.

Sunday, April 19, 2009:

- Participants man their respective booths in the Canadian pavilion at the CMEF
- One-on-one meetings at the Canadian pavilion.

Monday, April 21, 2009:

- Participants man their respective booths in the Canadian pavilion at the CMEF
- One-on-one meetings at the Canadian pavilion.

Tuesday, April 21, 2009:

- Closing day of the CMEF.
- Canadian Pavilion is dismantled (4:00p.m).
- Intra-mission debriefing.

Wednesday, April 22, 2009:

Participants leave from Hong Kong airport.

Wednesday, April 23, 2009:

Participants arrive back in Canada.



Building on Canada's reputation: All visitors to the Canada pavilion get a chance to win a t-shirt featuring this poster commemorating Dr. Norman Bethune's pioneering medical work back in the days of Mao's China.

A great value

With fees that remain highly accessible, the China 2009 Mission is great value for your money and an amazing opportunity to establish a presence in Asia. But space is limited to no more than 12 companies and all registrations are handled on a first-come, first-served basis. So be sure to reserve early in order to ensure your participation.



A deposit of \$500.00 is required reserve your spot. Registrations can be made through the TMTA website or by sending an email to china@tmta.ca.



All payments (by cheque, Visa or MasterCard) must be made to TMTA at the time of registration.

To register for the Mission, download interesting facts sheets on China and its healthcare market, or to simply learn more about TMTA, its programs, events and members, visit our website at www.tmta.ca



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CANADA-CHINA



MEDICAL TECHNOLOGY



MISSION 2009



PARTICIPANT INFO

Come meet the future of Canada's medical technology industry

Time to consider China

In case you haven't noticed yet, this year's Olympics made it even more obvious than ever before: China is open for business and very eager to welcome Canadian enterprises.

A significant portion of that business involves the country's rapidly increasing demand for healthcare services. This is why TMTA has been encouraging Canadian medical technology companies to take advantage of the huge business opportunities offered by China's voracious appetite for medical devices.

The Association has been doing this by organizing medical technology missions to Hong Kong and China for the past 4 years. A 5th mission is presently being organized for 2009.



*Where science and business converge:
The Golden Egg Auditorium glimmers in the
reflected lights of Hong Kong's Science Park.
As shown on the cover of this flyer:
Mission participants leave the centre after
visiting some of its many leading-edge facilities.*

This mission enjoys the support of several partners: Department of Foreign Affairs Canada, the Canadian Consulate in Hong Kong, Industry Canada's Life Science Industry division and the Hong Kong Trade Development Council.

Tailored to meet your needs

Tailored to meet the needs of emerging medical technology companies, the China 2009 Mission focuses on providing entrepreneurs with access to:

- qualified distributors and networks
- research and development staff and / or facilities
- partnering opportunities with Chinese companies
- pertinent facts about China's healthcare system
- reliable information about the Chinese market
- in-person tours of major trade zones
- meet and greet events with leaders of China's medical companies and organizations.

First stop: Hong Kong

As in previous years, this year's Mission starts with a stay in Hong Kong. A quick introduction to this Special Administrative Region makes it clear why Hong Kong is a popular place to establish an early presence in China. First among the factors favouring Hong Kong is the fact that it has a more relaxed regulatory climate which allows companies to register their products and access markets more quickly and with fewer administrative complications than in Mainland China.

The Hong Kong region also combines a familiarity with western business practices and an awareness of the "Chinese way" of doing things. Add to that the fact that the manufacturing sector in Hong Kong is supported by a strong laws which strictly enforce international IP protection rights. For all of these rea-

sons, a stay in Hong Kong offers good potential for Canadian medical technology firms looking for local distributors, or money to finance an expansion into China or anywhere else in Asia.

Shenzhen and a fair to remember

After Hong Kong, the China 2009 Mission travels to the city of Shenzhen in the Guangzhou region. Upon arriving there, participants are greeted by TMTA's new partnering consultants for an evening of entertainment and networking. These two consultants will have selected a list of pre-qualified manufacturers and distributors from all over China and already pre-matched them to Mission participants.

Next on the agenda, is the Mission's participation in the China International Medical Equipment Fair. A world-renowned annual medical exhibition taking place in Shenzhen since 1979, the 2009 CMEF is scheduled to go on from April 18 to 21. The Fair gives participants a first-hand look at the state of the medical technology business in China. It also offers them an opportunity to display their products or promotional materials within the fair's Canadian pavilion. The 2009 version of the fair is expected to attract more than 1, 500 exhibitors and over 55,000 visitors.

Basic costs and optional expenses

Registration for the China 2009 Mission is \$500.00 per person. This basic fee covers:

- a business networking function (in both Hong Kong and Shenzhen)
- room rental and hospitality for business-matching seminar in Hong Kong and Shenzhen
- translator services throughout the Mission
- admission/registration to the CMEF

Additional services are available for the following

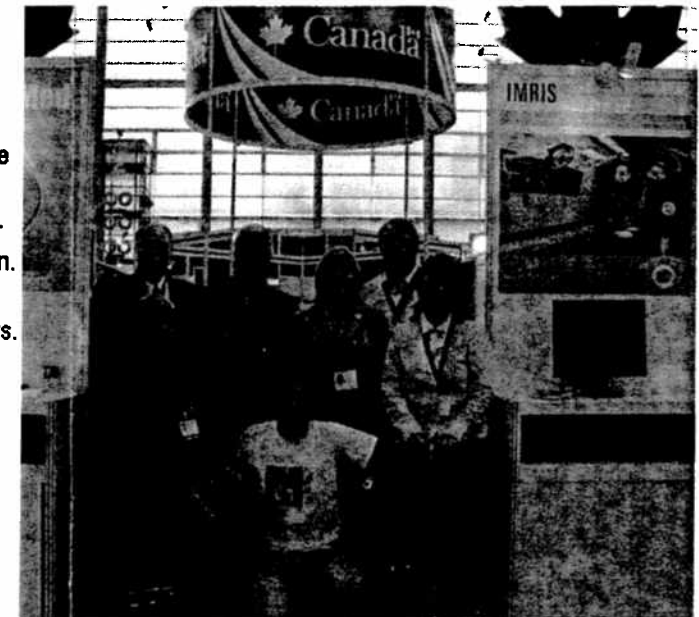
fees:

- \$ 250.00 Fee for walking the Fair
- \$ 500.00 Fee for displaying company literature
- \$1,000.00 Fee for use of a 2m x2m display space
- \$ 2,000.00 Fee for use of 3m x 3m display space.

All display spaces are located in the Canadian pavilion and include the following items:

- a display counter
- 1 customized graphic display panel
- 1 brochure stand
- 1 waste basket.
- 1 stool

Companies are responsible for their own air travel, Chinese travel visas, hotels, local expenses (taxi, meals etc.) not specified in the above listing.



*Showing off our best: China 2008 Mission
participants are seen here at the CMEF, Asia's
largest medical technology exhibition.*